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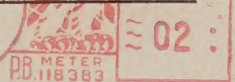
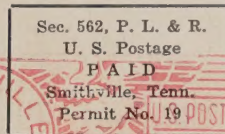
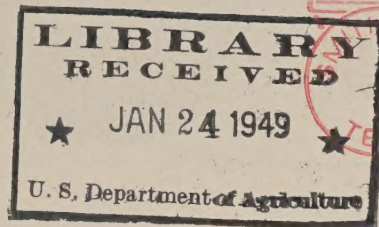
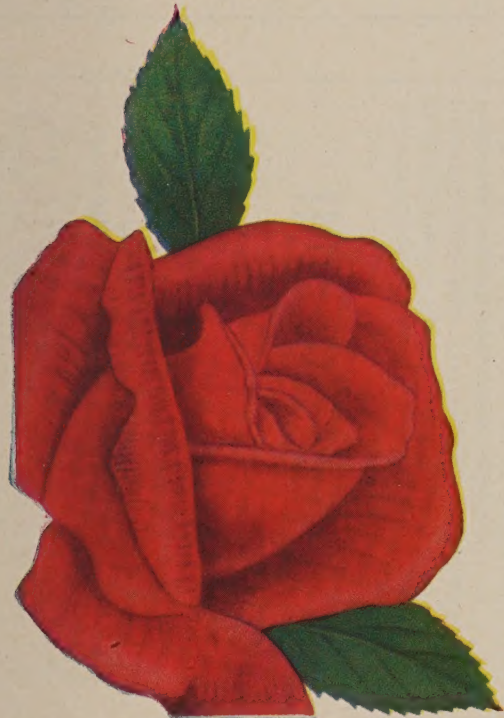
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1948
FARMERS WHOLESALE

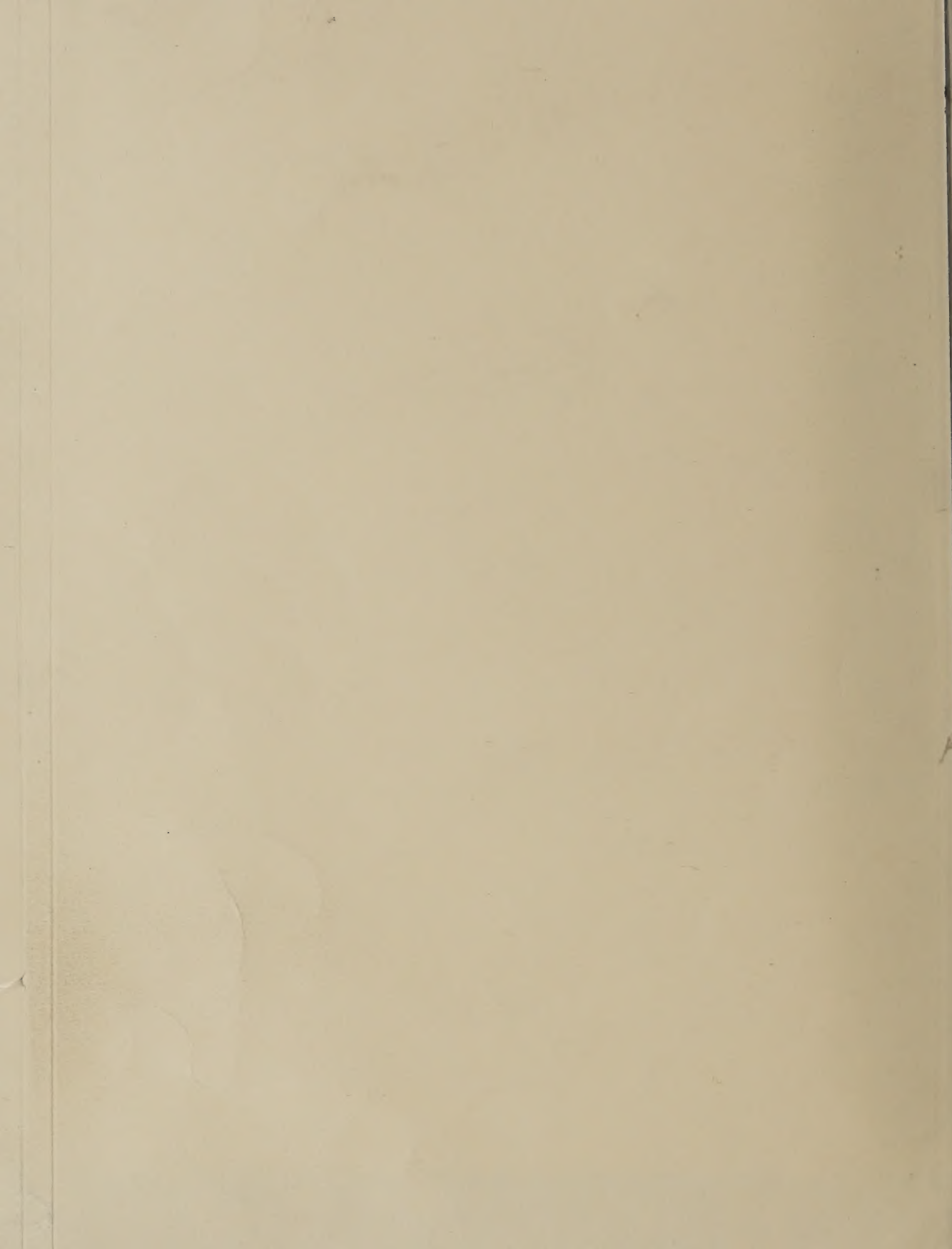
NURSERY

SMITHVILLE, TENNESSEE

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Nursery News

VOLUME II

1948

NUMBER 1

FAMOUS NURSERY MAKES UNUSUAL OFFER



Shown above are five of the famous Grand Ole Opry stars who have appeared on Farmers Wholesale Nursery programs. With them is Grant Turner, who does all the announcing. Left to right: Jimmie Selph, Grant Turner, Red Foley, Eddie Arnold, Cowboy Copas and Milton Estes.

Grand Ole Opry Offers Best in Entertainment

WSM's Grand Ole Opry, heard every Saturday night from 7:30 til 12:00, is one of the nation's institutions. And, for millions of us, it's a regular Saturday night date—a chance to hear the best in American Folk Music for four full hours and a half.

Who in America doesn't know these names: Roy Acuff, Eddie Arnold, Lew Childre, Red Foley, Bill Monroe, Ernest Tubb, Milton Estes, The York Brothers, and Uncle Dave Macon? Yes, there's a real roster of stars . . . and they're what make the Grand Ole Opry the GRAND entertainment that it is.

It all started nearly a quarter of a century ago. It was on November 28, 1925, that George D. Hay, "the Solemn Old Judge," first brought Uncle Jimmy Thompson—a red hot fiddler—on the air. Uncle Jimmy was over eighty at the time but he fiddled for a solid hour without a let-up and then said he was just getting warmed up.

It was the public response to this show that established the Grand Ole Opry as a regular Saturday night feature of WSM. But they didn't call it the Grand Ole Opry at the time.

(Continued on Page 2.)

Farmers Wholesale Nursery Offers 25% Discount For Early Booking

SMITHVILLE, Tenn. — Farmers Wholesale Nursery of Smithville, Tennessee, is announcing with the publication of this paper a revolutionary sales program which will pass on to the customer an almost unbelievable savings.

In the past it has always been the custom among nurseries to mail out expensive catalogues during the summer months. This costs money—a lot of it. For instance, many nurseries spend thousands of dollars a year on their catalogues. And, this expense, of course, IS PASSED ON TO THE BUYER. In buying trees he has to pay for not only the trees BUT the catalogue and the other sales expenses as well.

This summer Farmers Wholesale Nursery is not mailing out an expensive catalogue. We believe that by doing away with expensive sales methods and using only this inexpensive little paper that we can do a good business and still sell our stock at only three-fourths of the regular price. IT IS A DIRECT SAVINGS OF TWENTY-FIVE PERCENT TO THE BUYER.

THIS TWENTY-FIVE PERCENT DISCOUNT APPLIES ONLY IF CASH ACCOMPANIES THE ORDER AND ONLY IF THE ORDER IS PLACED BEFORE OCTOBER 1st, 1948.

Delivery will be made in the Fall at the proper planting season. As always, all nursery stock is backed up by a double your money back guarantee. If you are not positively satisfied upon receipt of your order, you can get DOUBLE YOUR MONEY BACK!

SPECIAL ANNOUNCEMENT

Farmers Wholesale Nursery has been appointed a distributor for certain Sherwin-Williams products and the nursery is happy to be able to offer this added service to its customers. Listed below are the articles which make up this complete Home and Garden Pest Control Package. All these products were developed by the extensive research service of the world-famous Sherwin-Williams Company and have been proven by actual use. Here is what is included in the package:

1—BUG BLASTER — the complete garden tool — dust and gun, all in one—will rid your vegetable and flower gardens of most common insect pests and diseases.

1—QUART OF PESTROY — the new liquid coating for killing household insects. Applied once, it kills for months.

1—8-OZ. CAN OF WEED-NO-MORE — the magic weed killer. Enough to eliminate weeds from 1600 sq. ft. of lawn.

1—HANDY APPLICATOR — Used to apply Pestroy to screens, baseboards, window sills, etc.

1—WEED-NO-MORE AUTOMATIC SPRAYER. Just spray your lawn . . . weeds die . . . roots and all.

PRODUCTS OF
**SHERWIN-
WILLIAMS
RESEARCH**



SAVE MONEY—ORDER NOW FOR FALL DELIVERY



STATE DEPARTMENT
OF AGRICULTURE
Office of
STATE ENTOMOLOGIST AND
PLANT PATHOLOGIST
Knoxville, Tennessee
Number 6 Last inspection made July 17, 1947
NURSERY CERTIFICATE

The Undersigned Hereby Certifies That the Nursery Stock in the Nurseries of
FARMERS WHOLESALE NURSERY,
Smithville, Tennessee,

has been thoroughly inspected. The stock, premises and adjacent properties have been found to be apparently free from especially injurious insect pests and diseases.

G. M. BENTLEY,
State Entomologist Plant Pathologist.

GRAND OLE OPRY

(Continued from Page One)

It wasn't until about two years after the first broadcast that "the Solemn Old Judge" himself gave the name to the show which has since sky-rocketed to fame.

In the beginning the show was called the "WSM Barn Dance" and it followed a network program of classical music. One night after the show had opened up with Deford Bailey and his harmonica, the "Judge" said: "For the past hour we have been listening to music taken largely from Grand Opera, but from now on we will present 'The Grand Ole Opry.'" And that's what it has been called ever since.

Since those first days the Grand Ole Opry has grown tremendously in both size and strength. It has been extended from one hour to four and a half; and the entertainers who appear every Saturday night now number about seventy-five.

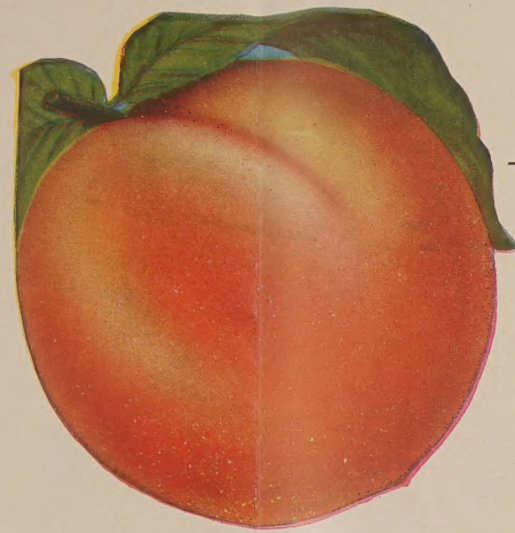
Probably the best-known of all the stars of the Grand Ole Opry is young man from Union County, Tennessee. The name—Roy Acuff, of course. Roy joined the Opry early in 1938 and since that time his rise in the entertainment world has been remarkable. For the first year or so things were not easy. Roy and his boys experienced all the hard luck that seems to dog the footsteps of any young artist. And that, along with his naturally soft heart, probably accounts a great deal for the trouble and expense which Roy will go to in order to help out a fellow musician. Hundreds of them will always remember Roy Acuff with gratitude and affection.

Soon, however, Roy Acuff's reputation began growing by leaps and bounds. Many of those who have known him or have heard him on the air have tried to determine the secret of his success. And most all seem to agree that the chief factor is his heart-warming sincerity. Young and old alike can sense through his voice alone the fine character and the warm-hearted goodness which have so impressed all who have known him.

Roy now lives with his wife, Mildred, and their son, Roy Neal, just out of Nashville, on the banks of the Cumberland River. Roy's home is built in log cabin style and the welcome mat is always out, because Roy and his family like to have a lot of visitors.

This year Farmers Wholesale Nursery began a series of broadcasts which immediately became one of the most popular programs ever originated at WSM. "Supper With Roy Acuff" was broadcast directly from Roy's home and the family and friends who gathered around every night joined in the fun. Even Roy's dog, Brownie, did his share, barking excitedly into the microphone when a fast fiddle or accordion tune was played.

Farmers Wholesale Nursery is proud of its association with the many Grand Ole Opry stars which it has sponsored and is looking forward to next season when a new series of programs will be begun.



PECAN TREES

Varieties: Stuart, Moneymaker, Success, Mahan, and Schley.

Size	each	1 Doz. Lots	2 Doz. Lots
2-3 ft. -----	3.00	2.75 ea.	2.50 ea.
3-4 ft. -----	3.50	3.00 ea.	2.75 ea.
4-5 ft. -----	4.00	3.50 ea.	3.00 ea.
5-6 ft. -----	4.50	4.00 ea.	3.50 ea.

Small Commercial Peach Orchard

108 Super Quality Peach Trees. All 18 to 24 inches . . . the ideal size for commercial planting.

25 Golden Jubilee	ONLY	25 Belle of Georgia
25 Giant Elberta	\$27.50	25 J. H. Hale
8 Red Bird		

GROW FOR PROFIT



STRAWBERRY PLANTS

BLAKEMORE

100 Plants -----	\$ 2.50
200 Plants -----	4.00
500 Plants -----	9.00
1,000 Plants -----	17.50
5,000 Plants* -----	85.00

MASTADON EVERBEARING

100 Plants -----	\$ 3.50
200 Plants -----	6.50
500 Plants -----	15.00
1,000 Plants -----	25.00

PRICE LIST

VARIETIES ARE LISTED IN APPROXIMATE ORDER OF RIPENING

JUNE BUDDED PEACH TREES

Varieties: Red Bird, Mayflower, Dixie Gem, Golden Jubilee, Golden East, Southland, Sullivan Elberta, Burnett Elberta, Early Elberta, Regular Elberta, Late Elberta, J. H. Hale, and Fair Beauty.

	each	10	25	50	100	1,000
12-18 in. -----	.30	.25 ea.	.22 ea.	.20 ea.	.17½ ea.	.10 ea.
18-24 in. -----	.35	.30 ea.	.27 ea.	.25 ea.	.20 ea.	.15 ea.
2-3 ft. -----	.50	.45 ea.	.42 ea.	.40 ea.	.35 ea.	.20 ea.
3-4 ft. -----	.65	.60 ea.	.57 ea.	.50 ea.	.45 ea.	.30 ea.



GRAPE VINES

Varieties: Concord, Niagara, Fredonia, Lutie, Moores, and Early.

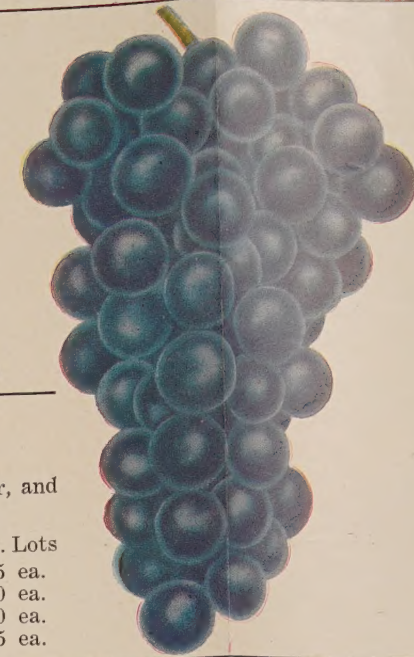
All two-year-old, well-rooted plants.

75c each	\$7.00 a dozen
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PEAR TREES

Varieties: Kieffer, Bartlett, Lincoln, Garber, and Pineapple.

Size	Each	Doz. Lots
18-24 in. -----	.35	.25 ea.
2-3 ft. -----	.60	.50 ea.
3-4 ft. -----	.75	.60 ea.
4-5 ft. -----	1.00	.75 ea.



ONE YEAR APPLE TREES

Varieties: Red June, Yellow Transparent, Lodi, Summer Queen, Turley, Stayman Winesap, Double Red Delicious, Yellow Delicious, and Grimes Golden.

	each	10	25	50	100	1,000
18-24 in. --	.35	.30 ea.	.25 ea.	.20 ea.	.15 ea.	.10 ea.
2-3 ft. ----	.50	.45 ea.	.40 ea.	.35 ea.	.30 ea.	.20 ea.
3-4 ft. ----	.60	.55 ea.	.50 ea.	.45 ea.	.40 ea.	.25 ea.
4-5 ft. ----	.85	.80 ea.	.75 ea.	.70 ea.	.65 ea.	.40 ea.

WHAT OUR CUSTOMERS SAY . . .

"We wonder . . . how this stock can be sold for what it loes. It is worth more. . ."

MR. AND MRS. E. C. HALL
Glencoe, Missouri

"The best looking and most well-rooted plants I've ever ordered. I am indeed grateful. . ."

BILL LAINE
Starke, Fla.

"The nicest trees I have bought. . ."

MRS. E. J. HARPER
Snow Hill, N. C.

" . . . all nice and in perfect condition. Much nicer than some I ordered last year and paid lots more for."

MRS. J. M. WATKINS
DeKalb, Mississippi

"If I ever want any more trees I will know where to buy."

W. W. BARNES
Kingston, Ga.

"More than pleased, I never saw anything grow so in my life despite the bad drought we had last year."

ROY OSBORNE
Bradford, Arkansas

"Can't see how you can sell such fine trees for such a low price."

MRS. ELLIS MCKINNEY
Lufkin, Texas

FLOWERING SHRUBS

Rare ornamentals to add beauty and color to your home

Crepe Myrtle
Bridal Wreath
Golden Bell
Hydrangea
Abelia
Wygelia
Althea
Snow Ball
Deutzia
Spirea Billiardi
Spirea Anthony Waterer
Mock Orange

98c each
\$9.00 a dozen



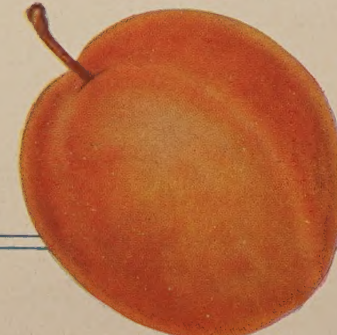
PLUM



Varieties: Red June, Abundance, Burbank and Kelsey Plums; Shropshire and Blue Damson; Moorpark and Golden Apricot.

	each	10	25	50
2-3 ft. -----	.65	.60	.55	.50
3-4 ft. -----	.75	.70	.65	.60
4-5 ft. -----	.85	.80	.75	.70

APRICOT



DAMSON



NEW RADIO SPECIAL

12 fine fruit trees plus a choice of 3 bonus offers for only **\$4.95**

PEACH TREES (2 to 3 ft.)

1 Southland, 1 Dixie Gem, 1 Golden Jubilee,
1 Reg. Elberta

APPLE TREES (3 to 4 ft.)

1 Red June, 1 Grimes Golden, 1 Red Delicious,
1 Yellow Delicious

1 EARLY RICHMOND CHERRY (2 to 3 ft.)

1 EARLY HARVEST PEAR (3 to 4 ft.)

1 ABUNDANCE PLUM (2 to 3 ft.)

1 BLUE DAMSON (2 to 3 ft.)

PLUS YOUR CHOICE OF:

50 Everbearing Strawberry Plants

or

1 Five-in-One Apple Tree

or

1 Two-Year-Old Stayman Winesap Apple Tree

No Discount On This Orchard

BIG FARM SPECIAL

A large assortment of fruit trees especially selected to provide fresh fruit throughout the season. . . . Ideal for the farm.

PEACHES (18-24 in.)

5 Giant Elberta

5 Southland

5 Hale Haven

5 Belle of Georgia

APPLES (2-3 ft.)

2 Red June

2 Stayman Winesap

2 Lincoln

PLUM (2-3 ft.)

1 Burbank

1 Lincoln

A total of 26 fine trees for only **\$7.98**

VARIETY SPECIAL

Here is a wide variety of fruit trees that we feel sure you will find interesting. Eight different kinds of trees plus 50 Strawberry Plants and a Grapevine

All trees three to four feet high.

Only **\$5.95**

1 Regular Elberta Peach 1 Gold Plum
1 Stayman Winesap Apple 1 Blue Damson
1 Dixie Pineapple Pear 1 Concord Grapevine
1 Early Richmond Cherry 50 Everbearing
1 5-in-1 Apple Strawberry Plants
1 Golden Apricot

GARDEN STYLE SPECIAL

A carefully selected assortment for those with a limited amount of space.

PEACH TREES (2-3 ft.) APPLE TREES (3-4 ft.)

2 Red Bird 2 Transparent

2 Golden Jubilee 1 Summer Queen

2 Regular Elberta 1 Yellow Delicious

PLUM

1 Burbank (3-4 ft.)

ONLY

\$3.98

Satisfaction Guaranteed or Double Your Money Back!

QUARTER ACRE ORCHARD IS OUTSTANDING BEST SELLER

BILL MONROE . .

Outstanding Entertainer

Bill Monroe has been "pick-in' and singin'" almost ever since that September day—the 13th to be exact—in 1911 when he was born on a farm near Rosine, Kentucky. Bill farmed for a while and then struck out for Chicago. It was there that he picked up the mandolin and began the career as a professional entertainer that has made his name known from coast to coast. Bill brought his band to WSM and the Grand Ole Opry in 1938 and immediately became one of the featured attractions.

Millions stop to listen when Bill strikes the strings on his mandolin and begins to sing the songs which have made him famous—songs like KENTUCKY WALTZ and MOTHER'S ONLY SLEEPING. Bill Monroe is modest about his success in a field which for so many means only heart-breaks. As he says, "I just try to sing and play these songs the way they should be sung and played." Nobody can deny that he does that and that's why folks turn out by the thousands when Bill Monroe and his Blue Grass Boys are making a personal appearance. What time Bill has off from the radio, personal appearances, and recording sessions is spent with his wife and two children on his farm just north of Nashville. But the price of success is hard work and he can't spend as much time there as he'd like to.



THOUSANDS HAVE ORDERED THIS EXCEPTIONAL BARGAIN

Since its introduction two years ago the Farmers Wholesale Nursery's QUARTER ACRE ORCHARD has remained in the best-seller class. It is made up of FIFTEEN PEACH TREES, FIVE APPLE TREES, TWO BURBANK PLUMS, A BARTLETT PEAR, and TWO GOLDEN APRICOTS, plus a choice of the famous one tree orchards: either a five-in-one APPLE TREE or a five-in-one PEACH TREE—trees which actually bear five different varieties of fruit from early Summer til late Fall. It's a total of TWENTY-SIX of the finest fruit trees that can be grown for only \$9.95. The orchard is listed below along with a note on the various varieties.

SPECIAL ONE-QUARTER ACRE ORCHARD

25 Super Quality 2-3 foot Fruit Trees

PEACH TREES

- 2 Red Bird (Large red-skinned fruit with firm, white flesh)
- 3 Golden Jubilee (without equal as an early peach of exceptional quality; unusually hardy)
- 2 Early Elberta (One of the best bearers; trees hardy, fruit large)
- 5 Regular Elberta (One of the largest and finest for home use or market; rich and excellent quality)
- 5 J. H. Hale (Best profit producer; brightest and most beautiful peach; enormous bearer)

PLUMS

- 2 Burbank (Large, cherry red with lilac bloom; extremely sweet flesh; great bearer)

APPLE TREES

- 1 Transparent (Succeeds everywhere, early ripening)
- 1 Summer Queen (Large fruit, hardy, good producer; mid-season ripener)
- 1 Yellow Delicious (Large, handsome and excellent Winter apple; regular and excellent bearer, tender flesh)
- 1 Stayman Winesap (One of the best known and widely planted apples; productive, vigorous and hardy)
- 1 Double Red Delicious (King of red eating apples; big, sweet and firm; grown from coast to coast)

ONLY
\$9.95

PEAR

- 1 Bartlett (Most reliable early pear; buttery, juicy white flesh; extra sweet)

APRICOTS

- 2 Golden (Smooth, light orange-yellow skin; delicious yellow flesh, firm but juicy)

PLUS: Your choice of a 5-in-1 Apple or a 5-in-1 Peach tree.

25% DISCOUNT IF CASH ACCOMPANIES ORDER

NOTE: We pay all shipping charges when cash in full accompanies your order. On C.O.D. orders you pay the postage. On C.O.D. orders over \$100 we require 25% payment with order—balance on delivery.